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**ABSTRACT**

The method presented here for the visualization of products at a point of sales makes it possible for a supplier to put together his product programmes, which he would like to visualize, off-line or on-line and to change, to delete or to add to these at any  
5 time and to have them automatically run at one or several sales point(s). A product programme of this kind can be defined for a certain period of time, during which the programme is then 'transmitted' every day. Once the programme cycle has been completed it starts from the beginning once again.

This takes place in such a manner, that offering units, for example, servers, which  
10 organize the visualization information and which maintain in readiness the units carrying out the visualization, communicate as servers, with the terminals, resp., clients, as suppliers in the internet through the internet network for the visualization through channels and that these terminals as units automatically obtaining and processing data are assigned to one or to several servers.

15 (Figures 2 and 6)